



# Live Line Training

JULY, 1968



# Our Policy . . .

*" . . . all persons are entitled to equal opportunity . . ."*

**T**HE winds of change that are sweeping across this country frequently call for policy statements from those responsible for Company operations. In the area of Equal Employment Opportunity, our position has been stated and bears repeating.

The management of Gulf States Utilities Company recognizes that the economic and social climate in which the Company operates directly affects its corporate objectives and its growth and development. The preservation and improvement of the economy and social environment of the area served are essential to the continued prosperity of the Company and of its employees, customers, shareholders and suppliers.

**H**ISTORICALLY, Gulf States Utilities Company has been a good corporate citizen and has been guided in its actions by belief in the importance of good human relations and the dignity of the individual.

Gulf States Utilities Company fully supports the statement of national policy by the President of the United States that all persons are entitled to equal opportunity, regardless of race, creed, color, sex or national origin.

GSU will continue to the best of its ability to implement its own internal policy toward this objective and will intensify its efforts to promote equal employment opportunity in the area served.



# News Briefs



## KWH USE PER HOME CUSTOMER NOW EXCEEDS 7000

customer is 22 per cent greater than the national average.

As of June 30, 1968, the average kilowatt-hour use per home customer was 7,015. Our annual use per home

## THE DANGEROUS OCCUPATIONAL SAFETY AND HEALTH BILLS

will enact the much-amended Occupational Safety and Health bill. However, during the second session of the 90th Congress, beginning in September, an even harder push by proponents can be expected.

With a large backlog of work to complete before adjourning August 3, it seems doubtful that the Congress

The bill gives the Secretary of Labor unprecedented power over the business community, which is united in rejecting the legislation. The bill also invades an area that has long been the concern of state governments. It contributes to the trend toward concentrating authority in Washington and away from local and state governments.

Governor Connally of Texas has stated that he is "alarmed at the content of the bill," and warns against imposing "bureaucratic conformity upon states that are rigorously pursuing the course of excellence." Other governors said that the federalization of job safety could have the opposite effect of that intended.

Experience in European nations supports these warnings. In Europe, safety programs are nationalized and minimum uniform standards are set by law. Yet the safety performance of American industry far surpasses its European counterparts. Clearly, there is no need for this restrictive legislation.

## BATON ROUGE, BEAUMONT DIVISIONS HIT OUTSTANDING SAFETY MARKS

1 million manhours without a disabling injury as of midnight July 22, and the Baton Rouge Division reached 2 million safe manhours July 23.

Outstanding safety records were chalked up by the Baton Rouge and Beaumont Divisions in July. Beaumont Division hit a mark of

S. L. Stelly, system safety director, said "The safe working records attained by these two divisions demonstrate what Gulf Staters can do when they work together for safety. Each man and woman in the Baton Rouge and Beaumont Divisions can truly be proud of their fine safety record."



## CONSTRUCTION NOTES-- GENERATION

A pressure test is scheduled next month for the boiler of the 580,000 kilowatt Number 3 unit at Willow

Glen Power Station south of Baton Rouge. This unit is now expected to be on the line before the end of the year. Work on the Number 4 unit at Roy S. Nelson Station near Lake Charles is proceeding on schedule and, barring unforeseen stoppages, this 580,000 kilowatt unit should be placed in operation in late 1969. Due to heavy rains, work at the Lewis Creek Reservoir near Conroe is running somewhat behind schedule, but under normal conditions the reservoir should be ready by the middle of 1969. Work is ahead of schedule on the first 265,000 kilowatt unit at Lewis Creek Station. This unit is scheduled for operation in 1970. The construction timetable at Toledo Bend has been delayed by a coil failure in one of the hydroelectric units. The water level at the Toledo Bend Lake is already at generating levels.

## CONSTRUCTION NOTES-- TRANSMISSION

All rights-of-way have been secured for the 500,000 volt transmission line between Richard Substation,

near Eunice, and Roy S. Nelson Station at Lake Charles. Work on this line is in progress with several carloads of steel already on hand and foundation pourings under way. This line is scheduled to be operating in the fall of 1969.

## SURTAX INCREASE

Your last pay check showed some of the effects of the recently passed

H. R. 15189 which provides for an income tax increase affecting individual wage earners and industry. This tax is supposed to expire on July 1, 1969.

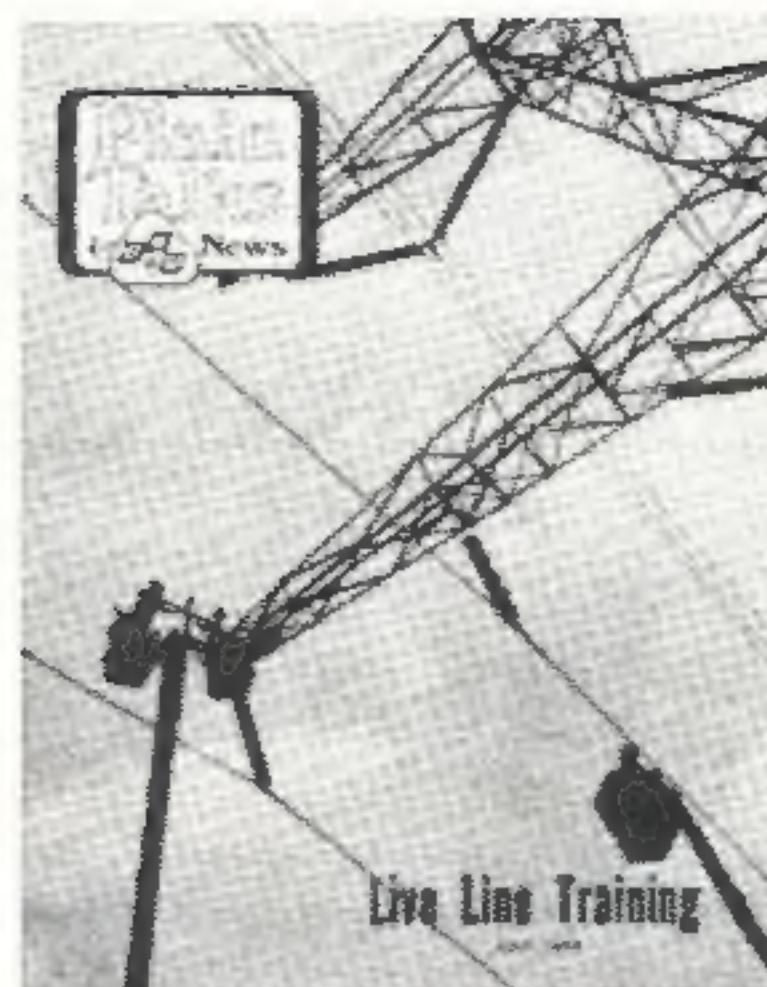
For the wage earner, the increase is retroactive to April, so he will pay an effective rate of 7.5 per cent on all income tax due in 1968. If a sufficient amount is not withheld to meet the required 10 per cent surcharge, the employee must pay the balance when he files his 1968 return.

Corporations are harder hit, since for them the measure is retroactive to January 1, 1968, extracting the full 10 per cent. The effect on the Company's earnings will amount to a decrease of 10 cents per share.

Not much publicity has been given to two other items in the bill: extension of the automobile and telephone excise taxes of seven and ten per cent respectively.

The bill passed after the Administration agreed to a \$6 billion reduction in spending, both measures being designed to put the brakes on inflation.

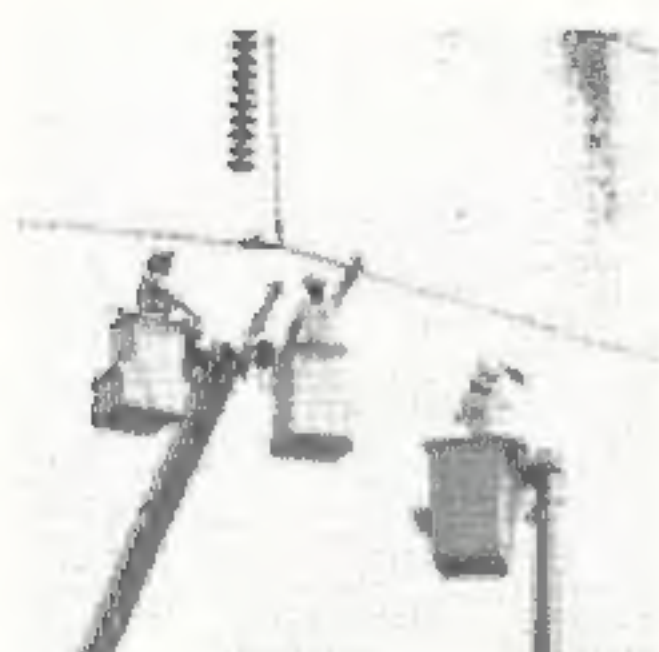




#### OUR COVER

The 500 Kv line crossing the Baton Rouge Division is the scene of this month's cover. Linemen in fiberglass baskets are training for the "live-line bare-handed" method of maintaining and servicing transmission and distribution lines recently adopted by the Company. See story p. 2.

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GULF STATES UTILITIES EMPLOYEES

James S. Turner .. Director, Public Relations  
Bob Mathews .... Associate Editor, Beaumont  
Walt Wright .. Contributing Editor, Baton Rouge

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# LIVE LINE



A principle first discovered by British scientist Michael Faraday in 1837 is the basis for a new technique of utility line servicing and maintenance recently adopted by the Company. The new procedure, known as the "live line bare handed method," is being utilized by leading electric utility companies across America.

The new method allows a lineman to work much more freely than ever before around energized lines. He may actually hold in his bare hand a line energized at 500,000 volts.

Through experiments Faraday discovered that a man standing in an energized metal cage would not be harmed so long as he was not grounded.

"Faraday's Law," as the old principle is known, has been used for years to explain why birds are not electrocuted when they light on energized electric lines. The simple fact is that the birds are energized at the same voltage as the line on which they are sitting but they are not grounded.

When the live line method is used linemen work from a highly insulated basket suspended on an insulated fiberglass boom. They are not grounded in any way, therefore, they are able to contact the energized line at will. The lineman and the basket become energized at the same voltage as the line with no ill effects.

A new \$50,000 boom truck utilizing a 70 foot boom to raise an insulated fiberglass basket to an overall working height of 75 feet, was recently put into service in the Baton Rouge area to do this work. A series of training classes were held July 8-12 in Baton Rouge to school 14 linemen from Baton Rouge, Jennings, Lafayette and Lake Charles in the new method and use of the new equipment. Some 25 foremen and supervisors from across the system also attended as observers.

**Lineman in fiberglass basket hooks up with a 500,000 volt line at session of Baton Rouge Live Line Training Course. Other linemen and supervisors view the procedure from the ground as a man in second basket takes photo for future training sessions.**



# Company Adopts New Method Of Maintaining and Servicing Transmission, Distribution Lines

The live line method has been proven to be a safe, efficient and effective means of accomplishing line work. It improves service continuity by making it unnecessary to take many lines out of service during maintenance.

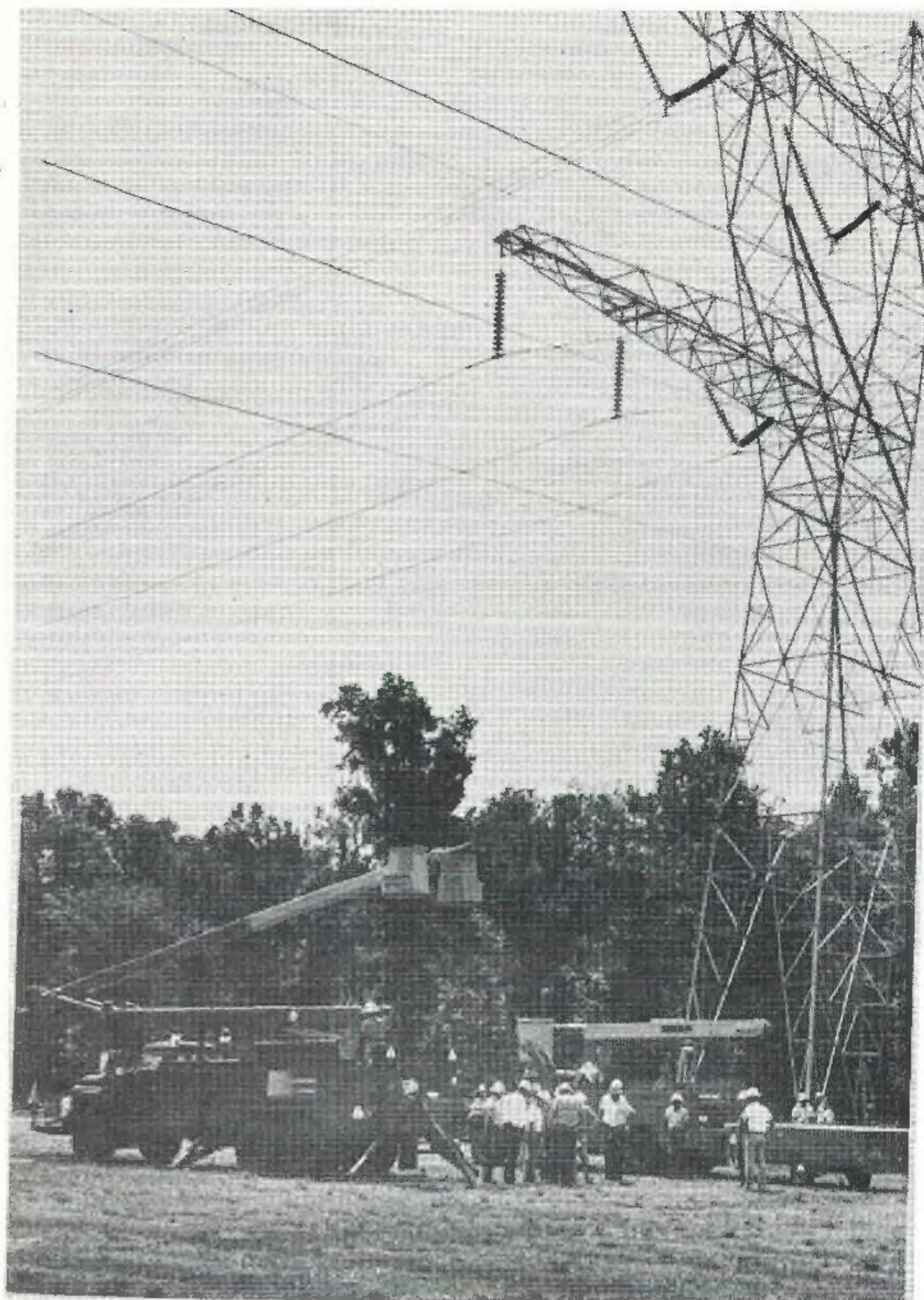
Plans are to use the live line method in working on lines energized at between 69,000 and 500,000 volts.

**"T**HE live line method is not complicated by any means," says Earl White, system operations manager. "We have known for many years that it could be done, but it took recent developments in insulating materials to make it a real possibility."

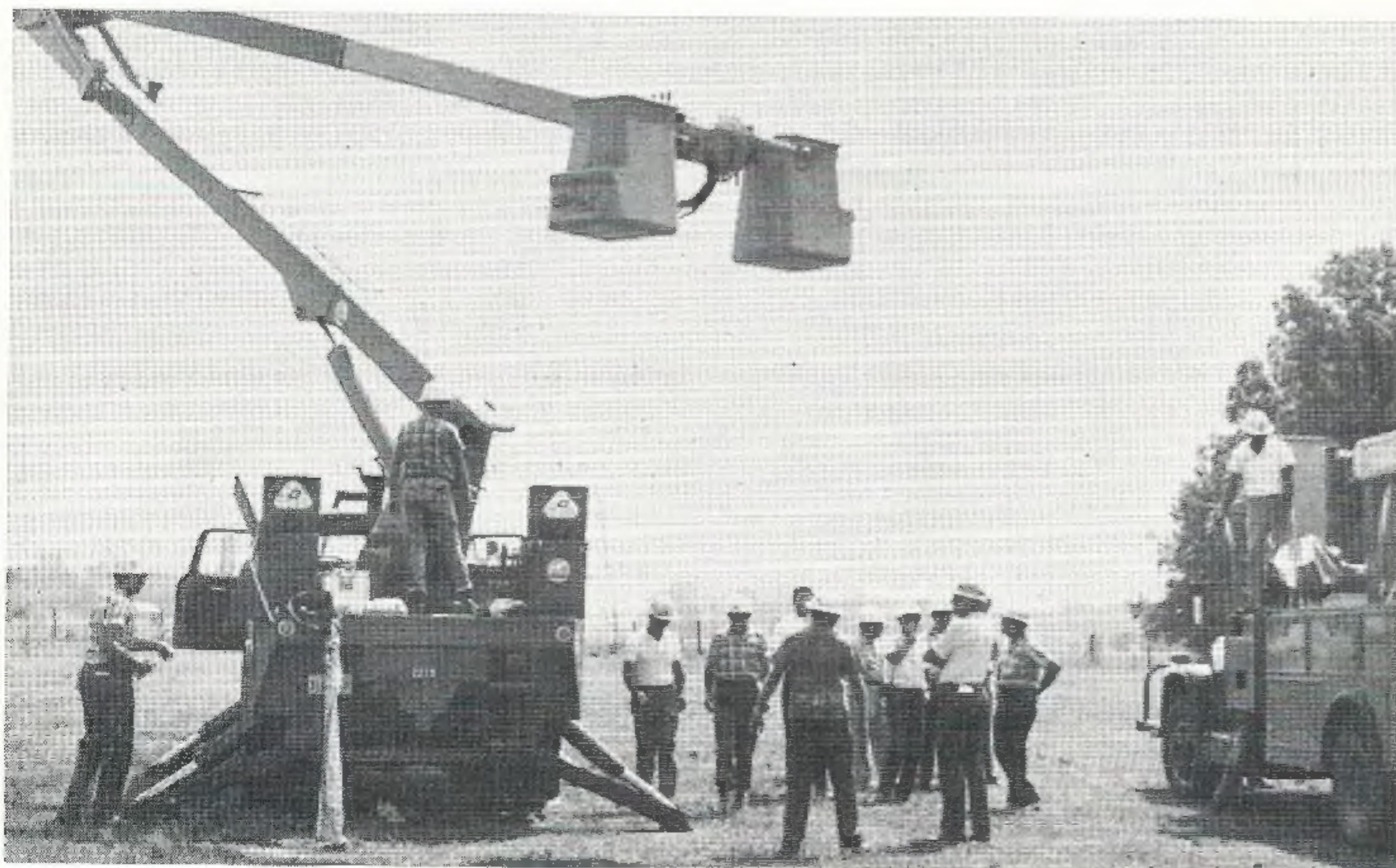
S. L. Stelly, system safety director, says "I feel that by using the barehand method we are actually greatly increasing our safety factor."

"Probably the hardest thing for the layman to realize is the fact that a lineman coming into contact with a 500,000 volt line is actually energized at 500,000 volts without injury. The simple fact is, however, that electricity at any voltage will flow harmlessly through anything until it comes into contact with something that hinders the flow. Thus, so long as the lineman is well insulated, he is completely safe," says Mr. White.

Plans are to extend use of the barehand method throughout the system. More training of personnel is necessary, however, before widespread use of the new method can become a reality.



Students of the new method gather around instructor explaining procedures to men preparing to go aloft in fiberglass basket. Special boom truck being utilized in training personnel here was recently put into service in the Baton Rouge area.



Instructor demonstrates operation of the highly insulated 70 ft. boom used to service high voltage lines without having to interrupt service.



# Picnic Time in G

## Kilowatters, Hold Annual




Bronis Chapman, duplicating in Beaumont, and daughter Michelle seem to be inviting everyone to partake in the goodies served at the annual Live Wires Club Picnic held in Silsbee, Tex., June 15.

**G**OOD weather prevailed for members of the Kilowatt Klub in Baton Rouge and Live Wires Club in Beaumont for the groups' annual picnics last month.

A full day of activities, including swimming, volleyball, horse shoe pitching and hotdog eating, was enjoyed by club members in Baton Rouge June 8. On June 15, more than 400 gathered at the Live Wires Club campgrounds near Silsbee, Tex. for barbecue beef, potato salad and beans.

Highlighting activities at the Baton Rouge picnic was a fried chicken supper which concluded the fast moving program planned by Walter Jones, general chairman for the affair, and his assistants.

The Live Wires picnic featured a kid's fishing rodeo. Chairman for the event was Bill Harland, right of way, and Gerald Dean, building services, fulfilled the duties of chief cook. 

Chow Time at the Live Wires Picnic.





# SU Land

## Live Wire Members Picnics in June



**Celeste Ann Wheeler**, daughter of E. H. Wheeler of Beaumont swings gaily into the camera at the Live Wires Picnic.



**Youngsters crowded the swimming pool** from early morning to late evening at the Kilowatt Klub's annual picnic held in Baton Rouge June 8.



**The Ladies Auxiliary of the Kilowatt Klub** promoted games and held a very successful cake sale.



**Lawn chairs** seem to have played a big role in the day's activities for this group of Live Wires.



Carolyn Theobald, departmental clerk, (left) and Frank Hazmark, design engineer, organize standards drawing for proper placement in the Company's specifications books.



# Design Group Is Unique Segment Of Company

**B**ACK around the turn of the century, when the electric utility industry was an infant, the problem of stringing lines and building substations was acute. Just how did you go about constructing a substation or hanging a transformer on a pole? There were no specifications, there were no standards and there was no uniformity.

Substations back then were individualistic structures; almost no two looked alike. The same went for distribution transformers and utility poles. There was no one correct way to do any of this work.

More than a half century of experience and much scientific testing have resulted in a right way of doing these things. Each time a lineman climbs a pole he knows which type bolts he should be using, what type brackets he will need, where they will be located on the structure, even down to how tightly he should turn them for maximum holding strength and maximum long life of the bolt.

The standards for these jobs, so far as our Company is concerned, come as the result of work done by a unique segment of our operations known as the Standards Design Group. It is their responsibility to supply the man on the job with a set of detailed instructions as to how to do each of the myriad of



Providing the picture to take the place of a thousand words are Draftsmen Tom Ardoin (left) and Senior Draftsman Jim Bryant under the direction of Ray Kearney (standing) of the Design Group.

small tasks connected with construction of a transmission line, a distribution line, an underground system, or a substation. Theirs is a design problem encompassing every facet of our business excepting production and gas distribution.

The primary aims of the Design Group are four: safety, reliability, economy and beautification, in that order.

**“S**AFETY is our first order of business at all times,” says Frank Hazmark, design engineer and leader of the group. “This means safety for the public and for our personnel. Our designs must also fit the rules and regulations laid down by the Com-



pany and by various governing bodies in the utility industry."

Second only to the area of safety for the Design Group, is the area of reliability. Outage possibilities must be kept low and designs must be aimed at better reliability at all times and under all circumstances.

**A**LL areas of design except safety must be tempered by economy. Investment-earning ratios must always be present in the mind of the designer.

Because the utility industry is one in which operating facilities must be at the scene of delivery, the design group must constantly aim at beautification. They must design substations and distribution lines which blend into the areas surrounding them.

"We are constantly on the lookout for innovations which make our facilities more pleasing to the eye," says Mr. Hazmark, "but these must be made to conform at all times to the needs of first, safety, then, reliability and finally, economy."

Often a substation must be constructed in a modern subdivision containing many large, expensive homes. The Company's facilities must be made to blend into the surrounding area as much as possible. This presents a challenge to the Design Group.

"We are unable to make our substations disappear, but we do try to make them less apparent whenever possible," says Mr. Hazmark.

**F**ROM a design standpoint the higher voltages required by today's load demands are putting the industry in nearly the same spot it was in back in Edison's day. When the load is doubling just about every six years, as it is at present, new designs for much larger facilities must be prepared at a fast clip.

It was only two years ago that the Design Group had no standards for 230 kv transmission. Today there are specifications for most phases of this work and designs are being studied for even higher voltages.

"Higher load requirements make for larger facilities which are naturally more obvious.

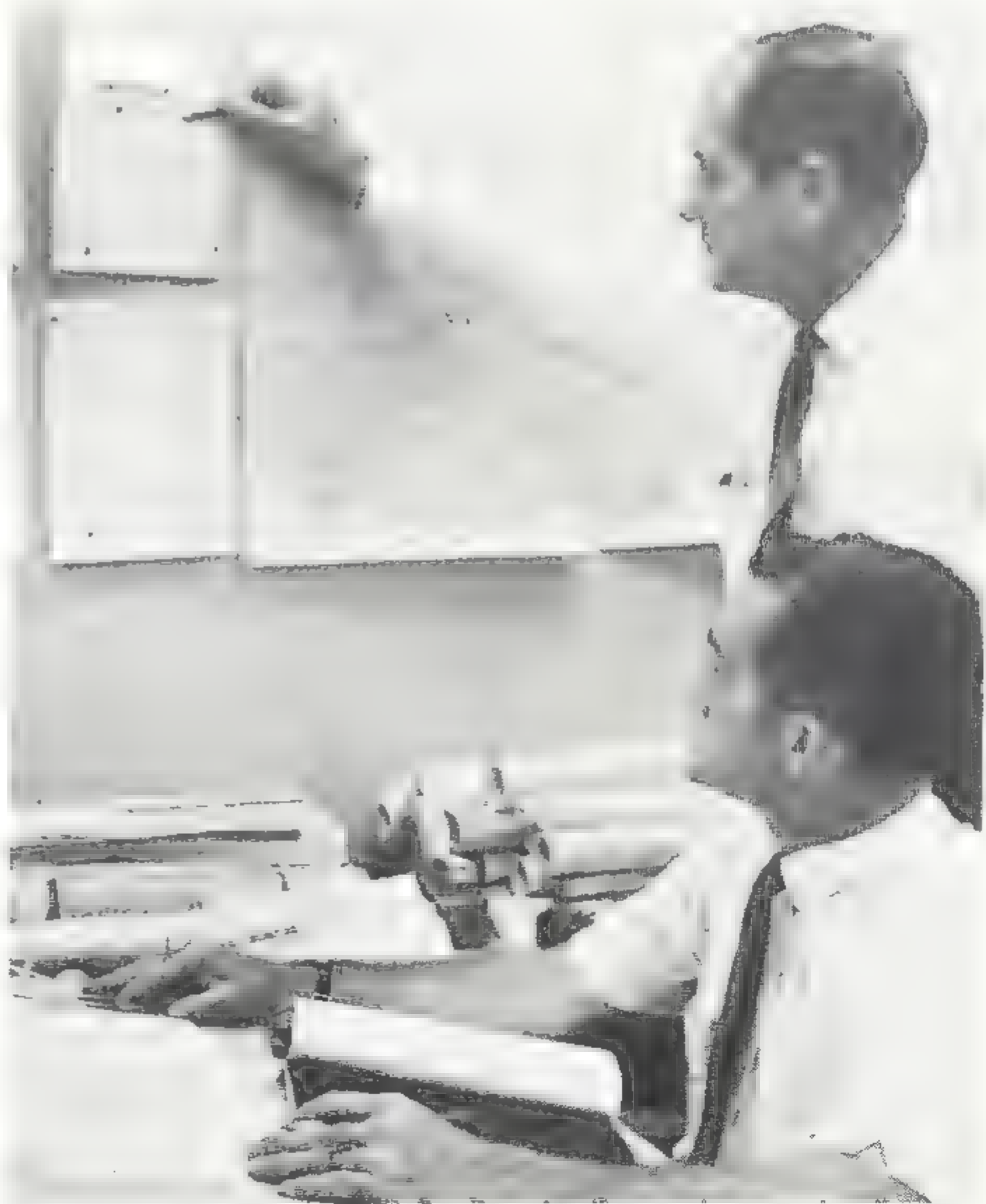
"In the case of a distribution line, which must carry a large load through an urban area, beautification becomes a great problem," says Mr. Hazmark.

To fit the Design Group into the scheme of things within the Engineering Department of the Company, it is necessary to understand the route a project must take before construction can actually begin.

At the outset, the Planning Section decides that  
(Continued on next page)



M. H. Elissalde, engineer in the Design Group, (left) points out proper installation techniques for an underground cable termination to F. C. Vercher, substation foreman.



The man-made and natural requirements determining the width of transmission right-of-ways and spacing of utility lines strung across a pole are numerous. Here E. P. Matherne, engineer, (standing) and E. H. Wheeler, senior engineering assistant, review standards charts devised to simplify or eliminate extensive calculations in this work.



a substation, an underground network, or a transmission line is needed in a certain area. What should be constructed at present and what plans should be made for construction at the site in the future are worked up at this juncture.

The Estimating Section next prepares a cost estimate for the project.

At this point the Project Section steps into the picture and takes over coordination of actual construction work.

The Design Group has come up with specifications for various types of substations and plans for their construction. The most applicable design is then chosen by the Planning Section in coordination with the Project Section and applied to the situation at hand.

One of the main problems confronting the Design Group is that every time a substation, a distribution line or a transmission line is constructed, the circumstances surrounding it are a little different.

"The problem is to design a component that can be used on any number of jobs from one end of the system to the other. If we are successful one design will be used over and over again," says Mr. Hazmark.

Perhaps the greatest challenge to personnel in the Design Group is keeping ahead of the demand.

They must have designs prepared for substations, transmission lines, and underground networks before hand, so that the Project Section will have several to select from when the need arises.

"The thing that makes this work exciting," says Mr. Hazmark, "is trying to figure out what will be needed next. We must be prepared with the answers long before the questions arise. Also we must design for all possible situations."

Many of the Design Group's ideas come from the men in the field.

"We try at all times to encourage suggestions from the men in the field. Sometimes it takes a while before we can get around to correcting a situation, but we ask them to inform us whenever they have a suggestion that would make one of our designs work better," says Mr. Hazmark.

Our industry is growing today at a tremendous rate of speed. The job of the men in the Design Group is unique in many ways but they are not the only ones having to tax their minds to keep up with innovations in the utility industry. Our Company is in a period of rapid growth which means challenge and excitement for all Gulf Staters. Each of us is being called on daily to come up with new ideas and innovations to meet this challenge.

Jim Cryer, (left) engineer from the Design group, views a scale model of a new type low profile substation which he designed. With Jim here is Gilbert Diaz, senior draftsman, who constructed the model.





# Take SAM Swimming With You This Summer



Panic, the fear of real or imagined danger, is a leading cause of drowning. SAM and the National Safety Council make the following suggestions to help you avoid panic:

- If you get tangled in water weeds while swimming, don't thrash about. Move gently, shaking arms and legs clear of the weeds.
- If you can't buck a current, swim diagonally across it, moving with the flow.
- A swimmer developing a leg cramp should take a deep breath and assume a face-down position. Apply pressure to the cramped limb and knead it to restore circulation.
- Hang on to a capsized boat you can't right. The boat usually will float and is easier to spot than a lone swimmer. Also the swim to shore is usually longer than it seems.
- Boaters should stay alert for larger power boats. The operator may not have seen you as his boat heads straight on a collision course with your boat. Steer to your right and have someone wave a white T-shirt, towel or his arms to attract attention.
- Boaters should know distress signals and always carry a marine distress kit.





# SERVICE AWARDS

## FORTY YEARS



**Sherman Dieson**  
Distribution  
Lake Charles

## THIRTY YEARS



**V. L. Holland**  
Production  
Beaumont



**Fabian L. Roberts**  
Gas  
Baton Rouge



**Adam D. Speeg**  
Production  
Baton Rouge



**Robert M. Stone**  
Distribution  
Navasota

## TWENTY YEARS



**Vernon Blanchard, Jr.**  
Production  
Baton Rouge



**Annie C. Castilaw**  
Treasury  
Beaumont



**Herbert Delaune**  
Sales  
Baton Rouge



**E. R. Eichelberger**  
Production  
Baton Rouge



**Harold J. Guidry**  
Distribution  
Beaumont



**John E. Hill**  
Production  
Baton Rouge



**John E. Landry**  
Distribution  
Lafayette



**Martin McDaniel**  
Production  
Bridge City



**Louis E. Stough**  
Production  
Bridge City



**James E. Stout**  
Distribution  
Somerville



**Doris M. Thomas**  
Treasury  
Beaumont

## TEN YEARS



**T. E. Allen**  
Sales  
Baton Rouge



**James Calcote, Jr.**  
Distribution  
Beaumont



**James E. Cryer**  
Engineering  
Beaumont





William Haack  
Distribution  
Beaumont



Billie J. Hamilton  
Administrative  
Services  
Beaumont



John E. Hollier  
Treasury  
Lafayette



Eugene W. Koci  
Sales



Mary J. Moses  
Rates and  
Depreciation  
Beaumont



James E. Moss  
Engineering  
Beaumont



Alfred E. Naylor  
Engineering  
Beaumont

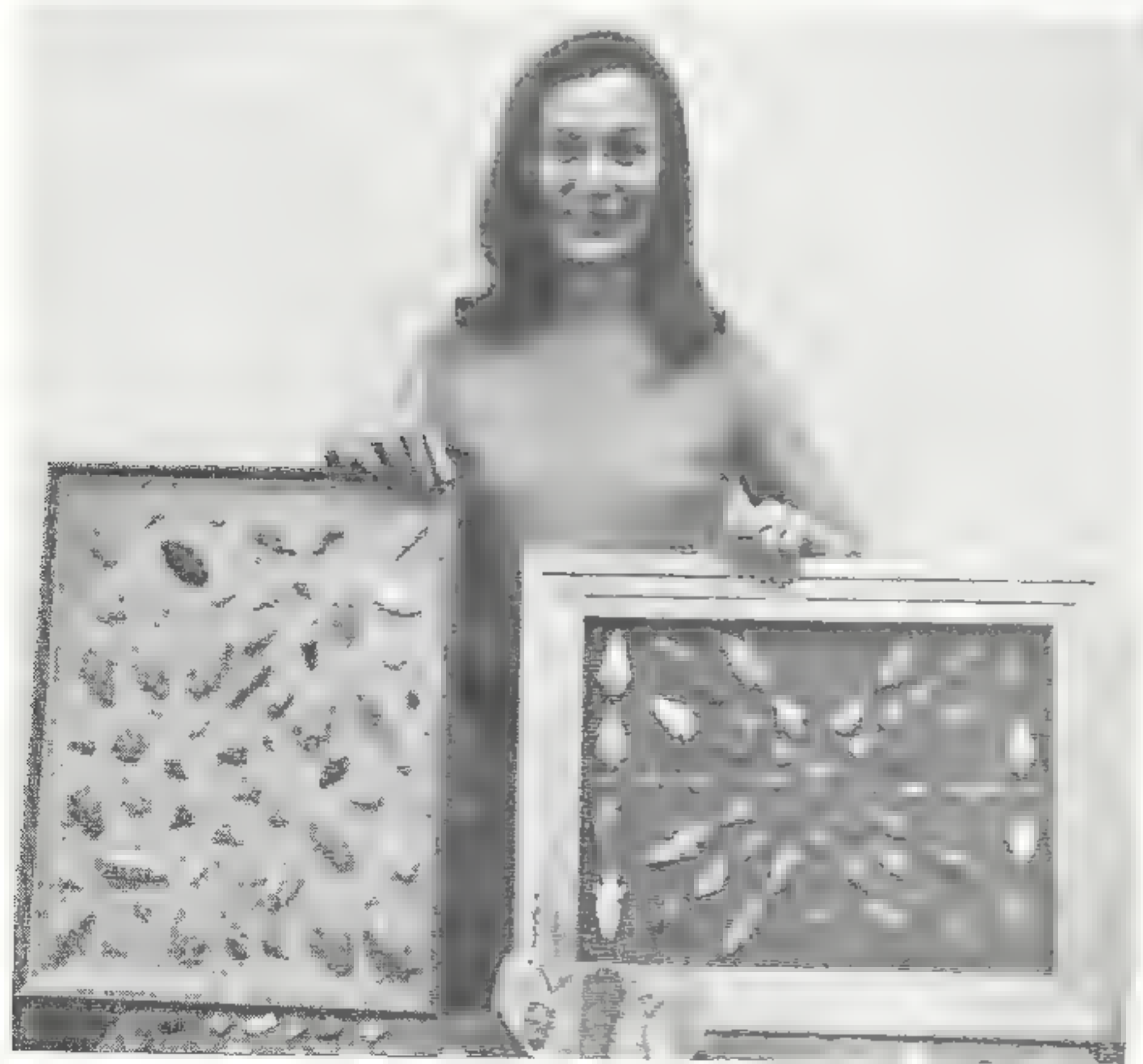


*Ever hear the one about the customer clerk who turned into an anthropologist? Well, that's exactly what happens to Jerry Cabaniss, customer clerk in Baton Rouge, every Friday at 5 p.m. Here's how she tells it.*

"My Hobby is collecting Indian artifacts. I have about 500 arrowheads, a couple of tomahawks and an assortment of other Indian goodies that I've dug up over the years.

"While I've really only been serious about my hobby for the past 18 years or so, I've been doing it all my life. My brother and I used to go poking around Indian mounds when we were youngsters. I can't even remember finding my first arrowhead.

"I've collected most of my treasures in La Salle Parish where I was born and raised. My great-grandmother was a full-blooded Cherokee. I guess that has something to do with my interest in Indians.



JERRY CABANISS

"Some of the pieces in my collection are quite old. I have several "cooking balls" which were made around 1200 B.C. These are hard balls of clay that the Indians would heat in the fire for cooking back before they learned to make pottery. They would stretch an animal skin between trees, put food into it and then drop in the hot cooking balls as a means of heating the food.

"I also have some very perfect arrowheads. In earliest times it was considered a great honor to be the arrowmaker for the tribe and the most perfect arrowheads are the oldest. Later arrows were more roughly made.

"Burial mounds are especially good places to hunt for artifacts. Indians always buried bowls of food and arrowheads with their dead.

"Once I was digging in a burial mound and hit what I thought was a root. When I pulled it from the ground, though, it turned out to be a surprisingly well preserved human leg bone. I didn't dig anymore that day.

"Why do I do it? Well, I don't really know. I just get a thrill out of finding something that is so old. Even if I dig in the hot sun all day without finding anything, I never get discouraged. There have been times, though, when I've found as many as 15 or 20 arrowheads in one day.

"One of the best things about my hobby is that it is so inexpensive. All you need is a sifter made of wood and hardware cloth and a small shovel. A book on the Indians that lived in your area will tell you the best places to hunt.

"I guess some people will think my hobby a strange one for a woman, but I find it relaxing. I'd rather scratch around in the dirt looking for arrowheads than anything else I know of. Everybody should try to cultivate a hobby, it would make for a better world."





W. E. Dinkins, Sr.

# Death Claims W. E. Dinkins, Sr., District Superintendent at Conroe

Funeral services were held June 19 for William E. Dinkins Sr., district superintendent at Conroe.

Mr. Dinkins died suddenly in Houston on June 17.

A native of Sand Grove, Tex., he began his career with the Company as a clerk in Beaumont in 1927. He became a cashier at Navasota, Tex. the following year.

In 1935 he became a floor salesman in Port Arthur and he was made district representative in Nederland, Tex., in 1936. He transferred to Somerville, Tex. in 1944 as customer service representative, and served in that capacity in both Trinity and Cleveland, Tex. until 1946, when he was named sales supervisor for Navasota.

He became local superintendent at Caldwell, Tex. in 1947, and he transferred

to Madisonville, Tex., in that capacity in 1952. He first became district superintendent for Navasota in 1954, and he transferred to Conroe in 1957.

Mr. Dinkins was educated around Falfurrias and Call, Tex. He had resided in Conroe for the past 11 years and he was known throughout the area for his civic work.

He was a member of the First Baptist Church of Conroe and he served as secretary of the Judson Sunday School Class. He was a member of the Conroe Masonic Lodge 748 AF&AM, of El Mina Shrine in Galveston and of the Conroe Shrine Club.

Mr. Dinkins was a past president of the Montgomery County (Tex.) Chamber of Commerce, past president of the Caldwell Rotary Club, member of the Conroe Rotary Club and past president of the 1967 United Fund of Montgomery County.

He is survived by his wife, Mrs. Linnie Dinkins of Conroe; one daughter, Mrs. W. L. Broaddus of Caldwell; one son, W. E. Dinkins, Jr. of Sugar Land; two brothers, Penn Dinkins and David Darden of Call; and four grandchildren.

## Sympathy to:

Fred Tenholder, residential sales representative, Port Arthur, whose mother Mrs. Mary Frances Tenholder, 86, passed away June 2 in a Beaumont hospital after an illness.

Berniece Warren on the death of her father, Solomon Warren on July 9, 1968. Berniece is PBX Operator in the Navasota Division Office.

## Retiree J. E. Westbrook Taken By Death

James E. Westbrook, retired building supervisor at Beaumont, died June 18 at St. Elizabeth Hospital there after a brief illness.

Mr. Westbrook, 78, retired in 1956 after 43 years with the Company.

At the time of his retirement Mr. Westbrook had worked longer in Beaumont than any other employee. A native of Butler County, Ala. he began his long career with the Company in 1913, when he was employed in Beaumont by the Eastern Texas Electric Company. In 1916 he became car inspector and in 1919 he was assigned to the position of meterman-car foreman.

He was later promoted to interurban car inspector and in 1933 he became building supervisor.

Mr. Westbrook was a member of the North End Baptist Church of Beaumont. Funeral services were held in the chapel of Kelley-Hixson Funeral Home.

Survivors include his wife, Mrs. Leona Westbrook; a daughter, Mrs. W. L. Hammond, executive secretary in Beaumont; a granddaughter, Judy Ann Hammond, also of Beaumont; three sisters, Mrs. John Cates of Clawson, Tex., Mrs. Lilly Offut of Tyler, Tex., and Miss Nell Westbrook of Houston and one brother, Ferrell Westbrook of Clawson.



James Westbrook was employed in Beaumont by the Eastern Texas Electric Company. In 1916 he became car inspector and in 1919 he was assigned to the position of meterman-car foreman.



Killed in action at Sh-Chu, Viet Nam May 17, was Army PFC Gerald LeBlanc, 21-year-old nephew of R. J. Jarreau, Jr., serviceman first class at Baton Rouge.

Gerald had been in Viet Nam only one month. He was a member of the 25th Infantry Division. A graduate of Port Allen High School, he attended LSU for two years before entering the service.





Creating and maintaining a good public image is a continuing job for any company. We in the Public Relations Department know that good public relations are impossible without the help of every Gulf Stater.

It's always good to receive a call or a letter from someone describing a good turn done them by a member of the Gulf States family. A recent case in point is John T. Williams, line foreman in Beaumont, who came to the rescue of a family when their car stalled near his Silsbee home. John and his family offered both a helping hand and the hospitality of their home and in so doing gave the Company's public image a real boost.

"He was on his way back to church to get his family and said he would take them home and return," writes Mr. John H. Kineitz. "He was back in less than ten minutes and invited Carolyn and her mother to go to his home and wait out of the heat. This they quickly accepted.

"Upon returning to where I was waiting with the car, he crawled under it, found the trouble and we were on our way again in approximately 45 minutes."

Mr. Kineitz says words cannot express the thanks of he and his family for this Gulf Stater. He writes "Gulf States is certainly fortunate to have a man in their organization with such concern for his fellow man."

We thank Mr. Kineitz for his letter and agree with him that our Company is indeed fortunate to have many men and women of extremely high character numbered among its employees. We in the Public Relations Department owe John T. Williams and his fellow good samaritans throughout the Company a special debt of gratitude because they make our job so much easier.

# Norvell Moved to Conroe; Iles Named to Silsbee Post

V. R. (Vic) Norvell, Silsbee district superintendent, has been transferred to Conroe and promoted to Conroe district superintendent. His successor in Silsbee is George R. Iles, Jr., formerly insurance and claims representative in Beaumont.

Both job changes became effective July 1.

Mr. Norvell has been district superintendent in Silsbee since 1962. He joined GSU in 1948 and was named agricultural engineer in Navasota the next



year. He was promoted to local superintendent in Woodville in 1956.

He is an Air Force veteran of World War II and the Korean War. Mr. Norvell holds a B.S. degree in agricultural engineering from Texas A&M University.

He is married to the former Geraldine Winkel of Spurger, Tex., and they have two children, Brad, 19, a sophomore at Texas A&M and member of the school's football squad, and Wade, 16.

Mr. Norvell has been an active member of the Silsbee community, serving as president of the Chamber of Commerce, vice president of the Kiwanis Club and member of the executive board of the Trinity-Neches Council Boy Scouts of America.

He is also a member of the Hardin County Airport Governing Board and is a director of the Deep East Texas Development Association.

Mr. Iles was born in Merryville, La.,

but was reared in Silsbee and graduated from Silsbee High School and Lamar Junior College, now Lamar Tech, in 1945.



He joined Gulf States in 1945 as a rod-and-chain man and was promoted to instrument man in 1948. He was made a right-of-way man in 1950 and promoted to right-of-way agent in 1959. Mr. Iles was named insurance and claims representative in 1967.

He is married to the former Betty Allen and they have four children. George III, 19, a student at Lamar Tech, David, 17, Rebecca, 15 and Diane, 10.

Mr. Iles is a member of the Beaumont Chamber of Commerce and serves as a trustee of the Lumberton Independent School District. He was an alderman for Rose Hill Acres from 1965-67.

He is a member of Masonic Lodge 1165 in Beaumont.



"The Sales Manager made a big hit at the banquet last night. When called on to make a speech, he declined to do so."





James E. Wilder



Jimmie L. Grimes



Gilbert Anderson



Katharine Amerine



Evan "Kit" Evans



Carter G. Davis



Richard E. Smith



Louis G. Maher



Joe A. Hopkins



Joel A. Moore



Kenneth T. Webb

# Eleven Tapped For New Posts In IDS Department Effective July 1

Eleven personnel changes became effective July 1 in the Information and Data Services Department (IDS), Beaumont.

The changes represent further development of the IDS Department which came into being only last year.

Personnel included in the moves are: James E. Wilder, moved from project leader to supervisor of data systems operations; Jimmie L. Grimes, moved from project leader to EDP scheduling and controls coordinator; Gilbert L. Anderson, moved from confidential accountant to EDP operations supervisor.

Katharine S. Amerine, moved from tabulating machine operator to administrative assistant; Evan E. Evans, moved from supervisor of data systems operations to coordinator of EDP systems implementation; Carter G. Davis, moved from supervisor of EDP systems support services to supervisor of EDP commercial support services.

Richard E. Smith, moved from coordinator of EDP research and development to supervisor of EDP technical support services; Louis G. Maher, moved from systems analyst to methods analyst; Joe A. Hopkins, moved from systems analyst to project leader; Joel A. Moore, moved from systems analyst to project leader; and Kenneth T. Webb, moved from systems analyst to project leader.

IDS was organized in May of 1967 with the aim of combining all of the Company's data processing, systems and procedures and computer operations into one department.

The current set of changes is the outgrowth of a study made by the new department of the Company's needs over

the next five years. In preparation to launching into the five year master plan for the department, these personnel shifts were necessary.

Administrator of the IDS Department, J. O. Robichau, said "Our study showed that a certain amount of work must be done and we have set about building an organization to complete the job."

The new plan concerns work with departments throughout the Company. "We realize, of course, that in any plan as far reaching as this one we will probably have to make adjustments along the way but as it stands now this plan represents the development of our programs over the next five years," said Mr. Robichau.

The first major step to be taken under the program is a new "on-line customer accounting system." When this program becomes a reality, sometime in 1969, it will be possible for a customer to step into any GSU office, ask the amount of his bill, and receive an answer within seconds from the computers located in the Beaumont office.

Another large area being given consideration as a result of the master plan is engineering and construction scheduling. The idea here is to use IDS to keep tabs on the status of jobs being done and a large filing system on equipment telling where it is and how it is being used at all times.

"We in IDS are setting out to become a good service organization for the Company providing all departments with a source of ready information," said Mr. Robichau.



# BACKWARD GLANCES



The year was 1923 as these employees of Eastern Texas Electric Co. lined up for the photographer beside a modern means of electric transportation of their day. Eastern Texas, one of our predecessor companies, operated streetcars in the Beaumont and Port Arthur areas. These men were chosen to attend a conference on street railway supervisorship. Conference leader was George B. Morgan, a vice president of the company and the man pictured at the far right. Others in the photo are, from left, E. E. Thomas, streetcar supervisor, E. L. Robinson, an officer of the company, L. T. Raley, dispatcher, Leo Singleton, claims department, Billie Robinson, superintendent, W. H. "Bill" Christopher, inspector, O. W. Gaines, superintendent of transportation, Harvey Ward, inspector, J. L. Thomas, dispatcher and car starter and Mr. Morgan.

Our thanks to Mr. Morgan and F. S. Sheffield, both retired Gulf Staters, for supplying us with this interesting photo out of our past.





C. P. Shirey and Bill Thomson of Beaumont ham it up for the camera at Sulphur Golf Tournament.

## Memorial Day

# Golf Tournaments Held at Sul

It was a memorable Memorial Day for 36 employee-golfers in Baton Rouge and 82 in Sulphur participating in the Company's annual golf tournaments held in those cities May 30.

The sun shown brightly on both groups burning necks and shoulders without regard to golfing ability.

It was the sixth annual such affair for Baton Rouge participants teeing off bright and early that morning at Howell Park golf course. Several golfers had good rounds but when the dust settled, J. R. "Sonny" Braud emerged as championship flight medalist winner for the second straight year. Sonny added insult to injury by also copping the hole-

in-one contest on the 157-yard 18th hole stopping his ball just 2 feet -10 inches from the cup.

Other winners at Baton Rouge were: Norman Lee, first flight; Stanley Paxton, second flight; Randy LeJune, third flight; and Robert Campagna, fourth flight.

Walter Benjamin served as general chairman for the tournament. Immediately prior to the contest, Joe Guercio was elected general chairman for next year's meet.

The Sulphur tournament was held at the Herman French Golf Club there. This was the twelfth annual affair for the western end of the system.

Low gross score was chalked up by



Baton Rouge flight winners above are, from left, J. R. Braud, Norman Lee, Stanley Paxton, Randy LeJune and Robert Campagna. Below are the winners at Sulphur. They are, from left, (front row) Ken Jumel, Lee Terro, Ed Cryer, Brian Bailey, C. P. Shirey, Neil Teague, (back row) Paul Hampton, Jim Daigle, Nig Lang, Harry Stelly, Earnest Baumgartner and Andy Poulson.



Walter Benjamin (foreground) and Donald Kraft watch intently hoping for a putt to drop at the Baton Rouge Tournament.



# phur, Baton Rouge

Brian L. Bailey and Ed Cryer walked away with low net score honors. Other flight winners were: C. P. Shirey, first flight; Lee Terro, second flight; Nig Laughlin, third flight, and Ward McCurtain, fourth flight.

Tournament director at Sulphur was Ed Hodges. He was assisted in his score keeping duties by Elizabeth Guillory.



Waiting to start their round at Sulphur are from left S. L. Stelly, Roy Hester, Neil Teague and Stan Roby.

## Accounting Takes 14-4 Beating

# Baton Rouge Sales, Accounting Hold Softball Contest

Over twenty members of the Baton Rouge Sales and Accounting Department participated in a softball "challenge" game on June 25.

As of this writing, there seems to be a difference of opinion on who originated the challenge.

When the dust cleared and the last bruise was treated, the Sales Sluggers outmaneuvered the Accounting Adders to the tune of 14 to 4.

The Sluggers had difficulty in the early innings with the Adders starting pitcher, firebird Bill Reynolds, but quickly cashed in on relief pitcher R. M. "Twisty" Knobloch.

Starting and winning pitcher for the Sluggers was John "Speedy" Yarbrough. Assisting in the late innings was Jack "Slick" Waltrip.

Some suspicion and cries of illegality arose late in the game when umpire Donald Wood joined the Sluggers at shortstop and turned his officiating duties over to V. M. Shaw.



Catcher Jack Waltrip reaches far to his left to retrieve a ball that caused something of a rhubarb at a recent softball contest between the Baton Rouge Sales and Accounting Departments. John Yarbrough, pitching here for the Sales Department, questioned umpire Donald Hood's call of a ball on this pitch but batter Gerald Favaron of the Accounting Department emphatically agreed with the call. The Sales Department emerged the victor in the contest to the tune of 14-4.



# LETTERS

From employees, customers and friends of GSU

## PORT ARTHUR

Dear Miss Jones:

My son would appreciate receiving cookies, he has been in Viet Nam for six months.

His address is:

PFC Jeff Felder, U. S. 54511219  
3rd Plt, Co. C, 1st BN (M) 50th  
Infantry  
APO San Francisco, California 96250

You have my heartfelt thanks for remembering these boys who are so far from home.

Sincerely,

Mrs. J. R. Felder, Jr.

*Editor's Note: The letters above and below are representative of some 75 notes of appreciation received by the Port Arthur Division Home Service Department in connection with their recently held Bake-in. Port Arthur home service advisors, led by Becky Jones, assisted area teen age girls in the baking of many cans of cookies which they sent to servicemen in Viet Nam.*

Dear Sir:

On behalf of the Marines of this battalion I would like to "thank you" for the many cans of cookies recently received.

They have been passed out to various members of our Reconnaissance Patrol as they return from the field.

The sponsorship, such as yours for the Future Homemakers at Jefferson High School, is appreciated I am sure, by them and by us.

Thanks for an excellent morale booster.

Yours truly,  
Jack W. Jaunal  
Sgt. Maj. USMC.

## LAKE CHARLES

*Editor's Note: Garland Strong retired from Nelson Station June 1, after 40 years of service to the Company. Mrs. Strong wrote the following thank you note to all Gulf Staters.*

To the GSU friends of Garland Strong:

I want to thank all of you who have done so much for us during Garland's illness. I had hoped to write each of you who sat with him in the hospital during his critical period but there just haven't been enough hours in the day for me. I have had to leave some things undone.

We just could not have made it without your help and prayers and we do sincerely thank you.

I would also like to thank everyone who contributed to his retirement gift.

Garland is making slow but sure progress and is being the 'great guy' he has always been. He is always glad to see his friends and we do hope you will find time to come to see us from time to time.

As for retirement, we highly recommend it. Garland's years with GSU were good happy years and we can retire knowing he gave his best. We are now looking forward to some years all our own and you can be sure we plan to get the most from them.

Sincerely,  
Margie Strong  
Mrs. W. Garland Strong

## BATON ROUGE

Dear Mr. Worthy:

The members of the Louisiana Association of Industrial Arts Clubs, Inc., and the staff of the Industrial Arts Section of the State Department of Education would like to take this opportunity to thank you for your helpful participation in our Tenth Annual Convention.

We are most grateful to you for taking time out from your busy schedule to judge the Public Speaking Contest.

Your contribution played a substantial part in the outstanding success of this convention.

Your continued interest in our youth program is very much appreciated.

Sincerely,  
Andrew H. Gasperecz,  
State Advisor  
Industrial Arts Clubs  
  
Dwight R. Robinson,  
Executive Secretary  
Industrial Arts Clubs

## BEAUMONT

Dear Mr. Sullins:

I wanted to thank you for taking your time to present to the class the fine presentation that you made today. The subject matter discussed was most informative and I felt that the students learned a great deal from your experience in Gulf States.

If I can be of any help to you in the future please feel free to call on me. Thank you.

Sincerely,  
Charles D. McCullough

## LAFAYETTE

Dear Mr. La Combe,

We thank you very much for the nice visit at Gulf States. It was very educational, we enjoyed and appreciated everything.

Our kind regards to Mr. Lamm, Mr. Dugas, Mr. Duhon and all other members at Gulf States for being so very nice to us.

Thanks again, Mr. LaCombe and may God bless you.

Sincerely,  
Miss Duperir and Class



## Two Promoted July 1 In Baton Rouge Div.

Two Baton Rouge Division employees received promotions July 1.

Harold C. Hill, Jr., formerly utility foreman, was promoted to line foreman and Joachim S. Himel, Jr., formerly equipment operator at Willow Glen Station was promoted to control operations foreman there.

Mr. Hill joined the Company in 1949 as a meter reader in Port Allen, La.



He was transferred to the T&D Department as a helper in 1952. In 1955 he was transferred to the Service Department in Port Allen and in 1960 he moved to Baton Rouge as a lineman first class.

A native of Plaquemine, La., Mr. Hill attended LSU. He served in the U. S. Navy during World War II with the Pacific Fleet.

He attended Holy Family Catholic Church in Port Allen.

Mr. Himel, a Baton Rouge native, is a graduate of Baton Rouge High School. He served with the U. S. Navy in the Pacific during the Korean Conflict.

Mr. Himel joined the Company as an operator's helper at Louisiana Station in 1949. He rose to turbine engineer there in 1958 and was transferred to Willow Glen in 1959 as equipment operator.



Mrs. Himel is the former Fay McCarroll of Hammond, La. They have four children. Ronald, 13, is in the 9th grade at Glenn Oaks High School, Rhonda Kay, 13, is in the 9th grade at Glen Oaks Junior High School, Lorrie Lynn, 9, is in the 5th grade at Lanier Elementary, and Barry Keith, 5, will enter kindergarten in the fall.

The Himels attend Lanier Baptist Church in Baton Rouge.



Jennings Storekeeper Eddie Belair displays a large trophy he won at the recent Louisiana Lions Convention. Mr. Belair was chosen Lion of the Year from among 1,500 Lions in Louisiana. He was also chosen Lion Secretary of the Year from among 41 other club secretaries at the convention.

## FPC Issues Notice Of Sales Application

The Federal Power Commission has issued notice of an application by the Company seeking authority to sell about \$2 million in extra-high-voltage electric transmission facilities in Louisiana to Central Louisiana Electric Company, Inc., of Lafayette, La.

The facilities proposed to be sold comprise a 3-mile segment of Gulf States' 500-kilovolt transmission line situated near the Richard bulk substation in Acadia Parish, La., south of Eunice, and related substation facilities at the Richard bulk station.

The facilities, for which Central Louisiana would pay \$1,988,353, are used for interchange of energy with Central Louisiana, and would continue to be used for the same purpose, the application says. The Richard bulk substation is the common point through which Central Louisiana and our Company exchange energy.

## Reynolds Made Foreman At Willow Glen Station

Douglas P. Reynolds, formerly equipment operator, was promoted to control operations foreman at Willow Glen Station in Baton Rouge June 16.

Mr. Reynolds joined the Company as an operator's helper at Louisiana Station



in Baton Rouge in 1949. He progressed through several positions there and in 1959 he was made equipment operator and transferred to Willow Glen.

Mr. Reynolds is a graduate of Thompson High School in Shelby County, Ala. of which he is a native. He is also a graduate of the Air University at Maxwell Field in Alabama. While in the service, from 1943-46, he completed two courses in electricity. He also served during World War II with the Pacific Fleet.

He is an active member of the Naval Reserve and he served as an instructor for the Reserve during the Korean Conflict.

Mr. Reynolds is married to the former Elsie Moffett of Bogalusa, La. They have two sons. William Douglas, 20, is presently serving in the Air Force and Dennis, 13, is a junior at Woodlawn High School in Baton Rouge.

Mr. Reynolds has done work with the Boy Scouts of America organization and he serves as an advisor for the local chapter of the Civil Air Patrol. He is a registered commercial pilot.

The family attends Woodlawn Baptist Church in Baton Rouge.



# Haddox, Griffith Reassigned In Navasota T&D Department

J. L. Haddox and Robert P. Griffith of the Transmission and Distribution Department in Navasota received new assignments recently.

Mr. Haddox, formerly general line foreman, was reassigned to operating supervisor, and Mr. Griffith, formerly general substation foreman, was named meter and service foreman.



**J. L. Haddox**

Mr. Haddox, a native of Caldwell, Tex., joined the Company in 1930, served as a substation foreman and was promoted to line foreman in 1943 and general line foreman in 1954.

He is married to the former Aleene Murphy of Denton, Tex. They have one son who is in the insurance business in Houston.

Mr. Maddox has been a member of the First Baptist Church of Navasota since 1930.

Mr. Griffith, a native of Taylor, Tex., joined GSU as a timekeeper in Conroe in 1926 and progressed through several



**Robert P. Griffith** 1952.

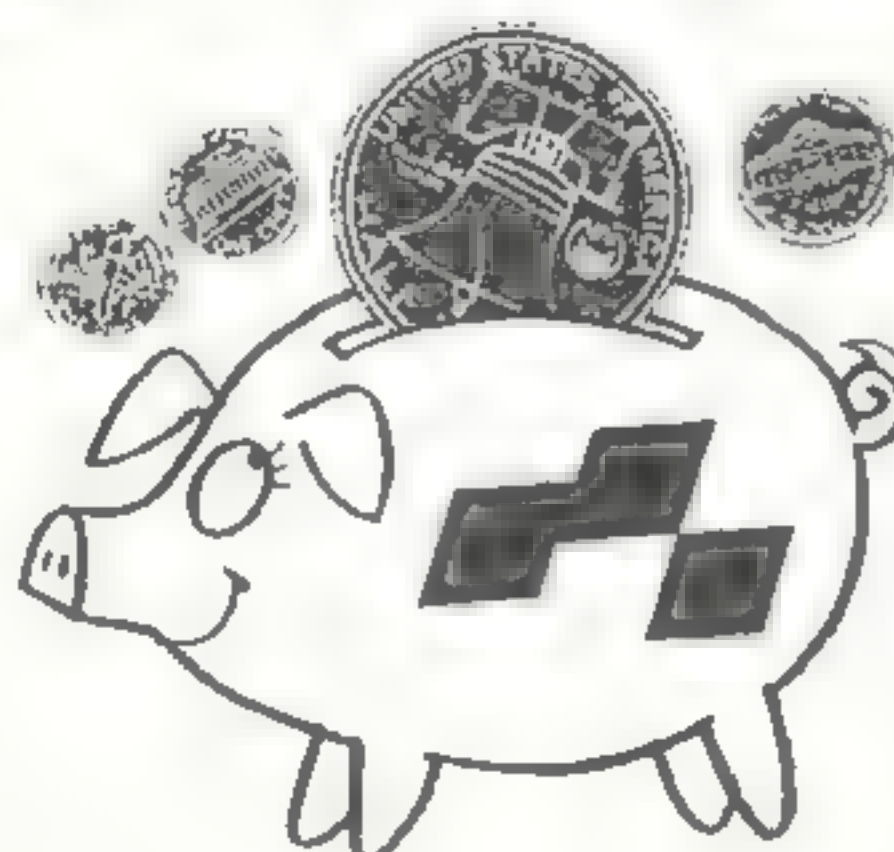
jobs in the department until being named engineering supervisor for the Navasota division in 1949. He was made general substation foreman for the division in

He is married to the former Lillian McGee of Navasota and they have two children, Robert, Jr., who works for the Texas Research Institute in San Antonio and Dina Neikerk of Dallas whose hus-

band graduates from Southern Methodist University this summer.

Mr. Griffith served 14 years on the Navasota School Board and has been given a life time membership to the board. He has been active in Boy Scouting in the area and has taught first aid for the American Red Cross for many years. He is a member of the Navasota Chamber of Commerce.

Mr. Griffith is also a member of the First Baptist Church of Navasota.



## Thrift Plan

PURCHASES OF GSU stock made by the Trustee during July, 1968 covering employee deductions and Company contributions through June, 1968 were as follows:

4618 shares of Common stock at a total cost of \$121,271.75 or an average cost per share of \$26.2607.

164 shares of \$4.40 preferred stock at a cost of \$11,954.68 or an average cost per share of \$72.8943.

The Trustee also deposited \$20,262.54 with the Savings Department of the First Security National Bank of Beaumont.

## Industrial Sales Holds Sweepstakes

In industrial load building it's not only the largest electrical equipment that counts.

Industrial Sales Department personnel are being encouraged to sell certain small load-building items to area industries through an "Industrial Sales Sweepstakes" being held for the first time this year. Participants are industrial salesmen across the system.

The contest is based on a series of five "Mini Campaigns" being held during the year.

The program was begun with an Interior High Bay Lighting Campaign which ran from February 22 to March 14. Arden Loughmiller of Beaumont emerged the winner in this contest by attaining 134 per cent of his quota. Winning the second contest by achieving 139 percent of his quota was Malcolm Williams, formerly of Lafayette but recently transferred to Beaumont as director of area development. This campaign was based on the sale of Industrial Air Conditioning and ran from April 8-26.

The most recent campaign was based on the sale of Industrial Process Heating. In this contest, which ran June 3-21, Joe McClelland of Navasota was the winner, reaching a whopping 177 percent of his quota.

The winning salesman of each mini campaign will be recognized with an award. The overall high-point man for the year will receive a prize and a trophy as sweepstakes winner.

The two final campaigns of the year are a Comfort Radiant Heating Campaign, to run September 9-27, and an Outdoor Floodlighting Campaign, to run November 11-29.

In the points department, John Polk of the Lake Charles Division holds first place with 320. In second place is Arden Loughmiller with 239 and Joe McClelland is third with 237.



# Non-Sales Employee Earns \$600 Selling Security Lites

The perfect job is the one that profits you and, at the same time, gives you the feeling that you are helping someone else. This ideal combination is the one hit upon by Ed Bourgeois, engineering assistant in the Electric T&D Engineering Department in Baton Rouge, and it has netted him more than \$600 in cash over the last five months.

Ed has sold some 150 Security Lites this year to customers throughout the Baton Rouge area. At a profit to Ed of \$4 each, this means \$600 in additional earnings for a very few hours work.

"This program is great because it not only offers a way of making additional money but also gives you a lot of satisfaction because you're helping people solve some real problems," says Ed.

Ed says he didn't participate in the Company's program to sell the lights when trading stamps were offered because he felt the stamps would be more fitting for wives. But when money was offered he decided to try it "just one time."

"The first sale came so easily," he says, "that I just couldn't pass up the opportunity." Before long Ed's wife got interested and she has sold ten or fifteen herself.

The first in Ed's long line of Security Lites sales was to a Grocery store owner in South Baton Rouge who was remodeling. The parking lot had to be illuminated to provide some security for the store at night. That was on February 18. Five months and 149 sales later Ed's still at it.

"After I made that first sale I stopped in to see if the customer was satisfied and wound up selling him a second light,"

he says. "The largest number I've sold to one customer is eight. These went to a church and the lights are now illuminating the entire block around it."

According to Ed, security is the main reason that people buy the lights. "I remember two cases in particular where shops had been broken into and the people purchased Security Lites to combat the thefts," he recalls.

About 75 per cent of Ed's calls result in sales. He pointed out that customers do not call him. "All of my sales come as the result of personal contact with GSU customers," he notes.

Among places Ed has sold Security Lites are: a restaurant, an auto repair shop, a pizza parlor, a hardware store, an attorney's office, a bakery, an appliance store, an automatic car wash and several churches.

Originally he planned to use the money

earned from the sales to finance his training for a private pilot's license. Extended urging by his 13-year-old son has led to the purchase of a 14-foot fishing boat instead.

Dick Landry, system supervisor of lighting sales, notes that the number of Security Lights sold by Ed is very large but says "Ed is certainly not the only employee that has made multiple sales of Security Lites. Since the first of the year employees throughout the system have earned more than \$4,500 by selling these instruments."

Mr. Landry notes that, as the name implies, security is an important advantage of the lights. "The security aspect of these lights is the thing that makes them so easy to sell. It is impossible to set a price on an intangible thing such as security but anyone can see that at \$3.50 per month, or about 11 cents per night, a person really gets a lot of security for his money."

Any employee wishing to enter this profitable part time business may pick up a stack of sales prospect cards from the nearest reading rack. The card is signed by the prospect, and turned in to the Sales Department.

A member of the Sales Department will call on the prospect and when the Security Lite is sold the employee receives \$4.

Security Lites sold by regular Sales Department personnel as well as other employees number 14,854. Baton Rouge Division leads in total sales with 4,240 and Lake Charles is second with 3,882. In the month of June Baton Rouge added 187 sales to its total.



Ed Bourgeois, engineering assistant in Baton Rouge, (left) talks with recent purchaser of a Security Lite. Ed has sold more than 150 of the lights since the first of the year.



## Jack S. Hemphill Moved to Toledo Bend

Jack S. Hemphill, formerly control operations foreman at Sabine Station, was transferred to the Toledo Bend Dam site and promoted July 1 to hydro plant supervisor at the hydro-electric generating station.

Gulf States will operate the hydro-electric generating plant at the dam when it goes into operation and has contracted to purchase half the 80,000 kilowatt generating capacity. The remain-

ing 40,000 kilowatts will be purchased equally by Central Louisiana Electric Company and Louisiana Power and Light Company.

Mr. Hemphill is a Port Arthur native and graduate of Thomas Jefferson High School. He attended Louisiana State University and Southwestern Louisiana College.

During World War II he served with the U. S. Air Force from 1942 to 1945. He joined Gulf States in Port Arthur as a switchboard operator in 1938, advanced to operator's helper in 1941, operator in 1942 and watch engineer in 1946.

In 1947 he was transferred to the old Riverside Power Station near Lake Charles as fireman and made station engineer there in 1951. He transferred to Sabine Station as control operations foreman in 1965.

Mr. Hemphill is married to the former Bernice Handley of Livingston, Tex. and they have a married daughter, Mrs. William L. Hayes of Austin.

# Three Are Promoted July 1 In Beaumont, Navasota Divs.

Three T&D employees in the Beaumont and Navasota Divisions received promotions July 1; two being named utility foreman and one promoted to appliance repair foreman.

J. W. McMinn, formerly building and grounds maintenance foreman at the Beaumont Service Center, was promoted to appliance repair foreman; Homer C. Shawver, formerly serviceman first class in Silsbee, Tex., was made utility foreman in Silsbee; and Gilbert Lauter, formerly substation mechanic first class in Navasota, was transferred to the Conroe district and made utility foreman.

Mr. McMinn joined Gulf States in 1929 as a garage office clerk in Beaumont. He was transferred to Port Arthur in 1933 as a sales clerk and came back to Beaumont as a clerk in the Repair Department in 1934.

From 1935 until 1939 he served as district representative in Beaumont, Nederland and Port Neches. Mr. McMinn was assigned to the Appliance Repair Department in 1939 and was promoted to his former post in 1961.

The Jacksonville, Tex. native graduated from Port Neches High School and is married to the former Ruby Collier of Beaumont. They have a son, David, 29, who teaches electronics at Port Arthur College. Mr. McMinn is a member of the First Baptist Church in Beaumont.

Mr. Shawver joined Gulf States in Beaumont as a helper in T&D in 1950 and advanced to lineman second class by 1954.

He then took time out to serve two years with the 38AAA



Army Missile Battalion before returning to GSU in 1956. He was promoted to lineman first class in 1957 and serviceman first class in 1962.

**Homer C. Shawver** He was born in the Lumberton, Tex., area and attended high school in Silsbee. Mr. Shawver is married to the former Johni Elarton of Osyka, Miss. and they have four children, Sandra Louise, 10, Charles Graydon, 8, Karl David, 7, and Adrian Edward, 3 months.

He is a member of the Silsbee Optimist Club and the First Baptist Church of Loeb.

Mr. Lauter is a native of Washington, Tex. and a graduate of Navasota High School and Blinn Junior College in Brenham, Tex.



**Gilbert Lauter** He joined Gulf States in 1950 as a helper in Navasota T&D and progressed to substation mechanic first class by 1955. Mr. Lauter is married to the former Ruth Borgstedte of Washington and they have three daughters, Incz, 18, a freshman at Sam Houston State College, Judy, 15, and Jean, 12. They attend the United Church of Christ in Washington.

Mr. Lauter has been active in civic work serving as chairman of the Grimes County Campfire Girls, and is active in the Sons of Herman lodge in Washington.

He served in the U.S. Army in 1945 and 1946.



## Gulf Staters in the News

- **Walter R. House**, sales supervisor at Orange, Tex., has been named chairman of the Orange County United Fund Campaign. Previously Mr. House was co-chairman of the campaign and president of the U.F. organization at Orange.
- **J. W. Lamm**, district superintendent at Lafayette, La., was recently elected president of the Lafayette Rotary Club.
- **John Harold Baugh**, residential sales representative at Church Point, La., was recently elected President of the Church Point Chamber of Commerce.
- **Walter McMorris**, local superintendent at Zachary, La., was recently named chairman of the membership committee of the Zachary Chamber of Commerce.
- **R. P. "Dick" Smith**, local superintendent at Denham Springs, La., was recently installed as first vice president of the Denham Springs Chamber of Commerce.
- **Frank LeMire**, supervisor of credit and collections for the Beaumont Division, was elected to the Board of Directors of the Consumer Credit Association of Texas at the recently held Texas Credit Conference in Dallas. Previously Mr. LeMire was a group director in charge of the utility meeting held at the state conference.



**Sue Kendell**, home service advisor, recently held a two day cooking class in the test kitchen of the Beaumont office for 35 youngsters in cooperation with the Frances Morris YWCA. The "Youth Group Cook School" was held from 10 a.m. until noon June 26 and 27. Those attending both sessions received a GSU Youth Cooking Certificate. The group cooked breakfast foods one day and prepared snacks and party foods the other. Participants had the added benefit of eating what they prepared.

## Booker, Langlois Promoted In System Production Dept.

Two employees received promotions in the System Production Department effective July 1.

James E. Booker of Beaumont, formerly planning engineer, was promoted to staff engineer in System Production and Floyd T. Langlois, formerly planning supervisor at Louisiana Station, is transferred to Beaumont and promoted to mechanical engineer in System Production.

Mr. Booker, a native of Hemphill, Tex., was raised in Beaumont. He received a B.S. degree in industrial engineering from Lamar Tech in 1955 and a B.S. degree in mechanical engineering in 1956.



**James E. Booker** in System Engineering.

Mr. Booker was made planning engineer in System Production last year.

He is married to the former Merle Merritt of Beaumont and they have three children, Sherrie, 9, Cynthia, 6, and Bryan, 4. They attend the First Metho-

dist Church in Beaumont.

He is a member of the American Society of Mechanical Engineers, the Institute of Electrical and Electronics Engineers and is a registered professional engineer in Tex. Mr. Booker is past president of the Lamar Tech Ex-Students Association and presently serves on that group's board of directors.

Mr. Langlois joined Gulf States in 1952 as a junior engineer in Beaumont upon graduation from the University of Southwestern Louisiana with a B. S. degree in mechanical engineering.



**Floyd T. Langlois** later that year.

Mr. Langlois was transferred to Willow Glen Station as test engineer in 1960 and promoted to planning supervisor at Louisiana Station later that year.

He served in the U.S. Navy from 1944 to 1946. He is married to the former Mary Madole of Beaumont and has two children, Judy Ann, 6, and Thomas Lucian, 4. They are members of St. George Catholic Church in Baton Rouge.



## From T&D Department

# Three Retire Aug. 1, Totaling 131 Years of Service

Three T&D Department employees climax a combined total of 131 years of service to the Company with retirement August 1.

Richard D. McMillian a repairman in Port Arthur T&D, retires with 48 years of service, William H. Caswell retires as a section head in Beaumont T&D after 43 years with the Company and Sherman Dieson climaxes a 40 year career as he retires from the T&D Substation Department in Lake Charles.

Mr. McMillian joined the Eastern Texas Electric Company, our predecessor, in 1920 as a helper in the T&D Department in Port Arthur. He recalls that one of his first jobs was as a driver of a mule team.

"We were a small operation back when I started. I recall when we had only two wagons, both pulled by mule teams. One was a pole wagon and the other, the one the men rode out to the job site in, was called the "red wagon," he says.

It was in 1928 that Mr. McMillian became officially classified as a truck-driver, just about the time that the Company purchased its first line truck. He became a repairman in 1954.

"I recall once the Company had a truck that was something of a jinx," says Mr. McMillian. "This one particular truck was always getting into wrecks and nobody wanted it. They offered it to me and I drove it until it was retired and never had an accident."

Mr. McMillian, a native of Osyka, Miss., attended school in the Lake Charles area. He is married to the former Julia Smith of Port Arthur. They have one daughter, Mrs. Helen Smith of Groves, Tex., and three grandchildren.

He is a member of Modern Woodman Lodge in Port Arthur and the family attends the Sixth Street Church of Christ in Port Arthur.

Mr. Caswell has been in the utility business since 1925.



He joined the Company as a clerk in the Distribution Department in Beaumont where he has served throughout his career. He became a meter clerk in 1934, employees welfare clerk in 1936 and distribution clerk in the T&D Department in 1948. He was made a section head in 1956.

Mr. Caswell, a native of Beaumont, attended Beaumont High School but he is a graduate of Allen Academy in Beaumont. He also attended Texas A&M and Lamar Tech and he has completed a number of correspondence courses in electronics.

Mrs. Caswell is the former Velma White of Beaumont. She served as a school teacher in the Beaumont City School System for over 40 years. She taught first grade in the same room for 39 years and is credited with instruction of many notables in the Beaumont area.

Mr. Caswell says that, looking back over his career, probably the most outstanding thing has been the period of growth the Company has undergone.

"I recall the day, in either 1926 or 1927, that E. S. Fitz, then the Company's only vice president and a very quiet man, patted me on the back and with a broad smile exclaimed 'We finally made it!' He was speaking of a summer peak generation of 50,000 kw." Recently the Company set a new record peak of 2,447,300 kw.

"We were all very 'Company minded' even then. I recall when every employee spent his spare hours selling a brand new item on the market, the electric clock. The drive was sponsored by the Sales Department but everyone participated," he says. "We take these items

for granted today but back then we were scrambling for pennies."

Mr. Caswell is a member of the Beaumont Masonic Lodge No. 286 and he holds the 32nd degree in the Scottish Rite. He is a former member of the Beaumont Chamber of Commerce and the Young Men's Business League.

Mr. and Mrs. Caswell attend the First Methodist Church of Beaumont.

Mr. Dieson joined the Company in 1928. He has been in the T&D Substation Department at Lake Charles throughout his career.



Sherman Dieson

A native of Sycamore Point, La., Mr. Dieson says he joined the Company during the "mule skinner days," when the hearty animals were the main means of transportation around the Company. Mules were used, according to Mr. Dieson, to do nearly everything that trucks do today.

"When I started in with GSU we worked on lines 12, 13, 14 and 18 which ran between Lake Charles, Jennings and Lafayette," he says. Eventually it was these lines that were extended to Baton Rouge to complete the Company's main ties.

Mr. Dieson is married to the former Merlene Dozeno of Natchitoches Parish, La. in the old Cane River area. He has two stepsons. They are J. C. Johnson of Lake Charles and Melton Johnson of Baton Rouge.

Mr. Dieson says he enjoys maintaining a small garden around the house and this will take up a good part of his time after he retires. "I guess I'll just spend my time gardening and raising cane with the wife after August 1," he says with a broad smile.

Mr. and Mrs. Dieson are members of the Jehovah's Witness at 119 N. Jake St. in Lake Charles.





## LOUISIANA STATION



Above and below are photos taken May 22, at the "D" Shift's annual picnic. The event was held at the U.C.T. Grounds on Florida St. The men were in charge of planning and preparation of typical Louisiana dishes enjoyed by all in attendance.

*Pauline Bunch*



J. W. Kirkland, left, was honored at a gathering of his friends June 27. Norman Lee, division vice president, presented Mr. Kirkland with items which carried the group's best wishes for Kirkland and his new Beaumont position.

Vernon A. Gautreaux, control operations foreman, recently won a copy of the book *Lincoln the Unknown*, for an outstanding talk given before his fellow classmates of the Dale Carnegie Class Number 65. Although Mr. Gautreaux's title, "How to Win Friends and Influence People," was borrowed, the material was original.

Cecil Harris, son of R. C. Harris, substation mechanic first class, recently received a scholarship from Southeastern Louisiana College to play basketball. Cecil was voted most valuable player in basketball at Denham Springs High School this year and he was elected to the All State Team (first team) for the

second consecutive year. He follows his older brother Raymond in signing with SLC.

*Larry Vaughn*



The Executive Department recently gathered to wish J. W. Kirkland and Dick Krouse best of luck on their new positions in Beaumont and Lafayette respectively. Stopping to pose for the camera are from left Joanie Stephenson, Mr. Kirkland, Sheila Broyles, Mr. Krouse and Denise Rizan.

Nancy Sanches is back on the switchboard after a vacation in the mountains of Tennessee. Nancy and husband Roland took in Lookout Mountain, Ruby Falls, Rock City and the Smokies in Gatlinburg, Tenn.

Glenda Ammons has been transferred to bookkeeping from our Gonzales office. Husband Andy is attending LSU and Glenda is now living in Baton Rouge.

Our loss is Westlake's gain! Bessie Esthay, Bookkeeping, has been transferred to the new office there. Husband Terry, who played tackle for the LSU Tigers is under contract with the Kansas City Chiefs.

*Laura Fussell*



The three smiling faces below belong to the children of Clyde Wilson, utility truck driver in the T&D Department. Each earned awards and special recognition at the close of the last school year.

Becky was chosen to serve as cheerleader for the second consecutive year



**Becky**

and two third places. She is also a member of the FHA and the Drama Club at Woodlawn and she is presently enrolled in summer classes at a local beauty college.

by he fellow classmates at Woodlawn High School. She attended the cheerleader clinic held in June at Northwestern State College at Natchitoches and her team won two second

Glen received a youth fitness achievement award and a



**Glenn**

American Legion baseball.

certificate for not missing a day of school for three years at Jefferson Terrace Elementary. Glenn participates in many sports at his school and he is now playing

Karen received a plaque for having the highest scholastic average at Woodlawn



**Karen**

... You bet!

Junior High at the close of the school year. She is a member of FHA, FTA, Beta Club, and boosters.

Is daddy proud?

## BEAUMONT

Wedding bells rang for Miss Wanda Ross and Doyle K. Tucker, May 24, 1968, in the South Park Baptist Church. The happy couple is making their home at 616 Anchor St. here in Beaumont. Doyle is with the T&D Line Department. Congratulations.

*JoAnne Landry*



"Now that I have the hat all I need to figure is how to get the sports car," says Glynn Allen Gaudet, Jr. Glynn, the son of G. A. Gaudet, mechanic's helper in the System Production Department, came into the world June 14 weighing 6 pounds and 14 ounces. Congratulations to mom and dad.

*Naomi Haynes*



Gary Thomas Moore, general clerk in General Accounts, became a father to the gentleman in pajamas above—Kevin Christopher Moore, May 10. Kevin entered the world weighing six pounds and ten ounces. This is the first child for the Moores.

Michael C. (Mickey) Wilson has been transferred from General Accounts to Internal Auditing. All of his friends on the second floor wish him well in his new post.

*Lynn Hardy*



"That's the biggest fish I ever caught in my whole life!" was the loud exclamation of Richard Haynie, 10, as daddy Ken Haynie, commercial artist, helped drag this 13½ pound redfish ashore. Richard caught the biggest fish of his life (so far) in the surf at Crystal Beach near Galveston, Tex.

*Paulette Roddy*

Congratulations are in order for: John W. Neton, relay and communications, on the birth of a son, John Wesley, Jr., May 1; Paul L. Lane, T&D engineering, on the birth of a daughter, Michelle 26; Ronnie G. Copeland, T&D meter, on the birth of a daughter, Michelle Renee, June 17; and Steve D. Fremin, T&D engineer, on the birth of a daughter, Michelle Lorraine, June 17.

*JoAnne Landry*





Pictured above cutting their wedding cake are Janet and Josh Youngblood. The couple were wed May 25 at the home of the groom's sister. The new Mrs. Youngblood is the former Janet DuBose. She is a purchase order typist in the Purchasing Department. On June 13, Janet was honored with a shower by her friends in the Department.

*Darla McMurray*



Janet Womack of the Public Relations Department celebrated her 23rd birthday June 13 with a cake presented to her by her friends on the 11th floor.



Pfc. James W. Lopez, nephew of Marie Benjamin of building services, reported for duty July 15 in Thailand with the 538th Engineering Truck Division of the U. S. Army. James, who recently completed on-the-job training at Fort Riley, Kan., is a 1964 graduate of Hebert High School. Marie and her husband, Henry, have raised James from the age of eight days.

### NELSON STATION



These three fine young men are the sons of John Window, repairman first class. From left they are Kevin, 5, John III, 6, Mark, 7. Below is the latest addition to the Window clan, Brent, who is six-months old.

*Jean Burk*



### LAKE CHARLES



Two budding track stars in the Gulf States Family are pictured above and below. At the top is Bryant Mier, son of Rufus Mier, residential sales supervisor, who was the winner of the pole vault event at the Class A Track and Field Meet held at Natchitoches, La., May 13. Bryant's jump measured 13 feet ½ inch.

Below is Eddie Goodman, son of Marvin Goodman of the Appliance Repair Department, who won the 440 yard dash event at the same meet with a time of 51.1 seconds.

Both boys are 1968 graduates of Landry High School.

*Fay Denney*





## PORT ALLEN



Leslie Kent, local superintendent at Port Allen, La., (right) receives the gavel of the Port Allen Rotary Club of which he was elected president July 5. Presenting the gavel is outgoing president Lester Walsh. Mr. Kent will serve in the new post for the coming year.



James H. Peltier, top left, was chairman of the Port Arthur Jaycees' Junior Tennis Tournament held June 8 at Thomas Jefferson High School. Young tennis buffs from throughout the Golden Triangle area participated in the meet. James is the newest chemist at the station.

## LAFAYETTE

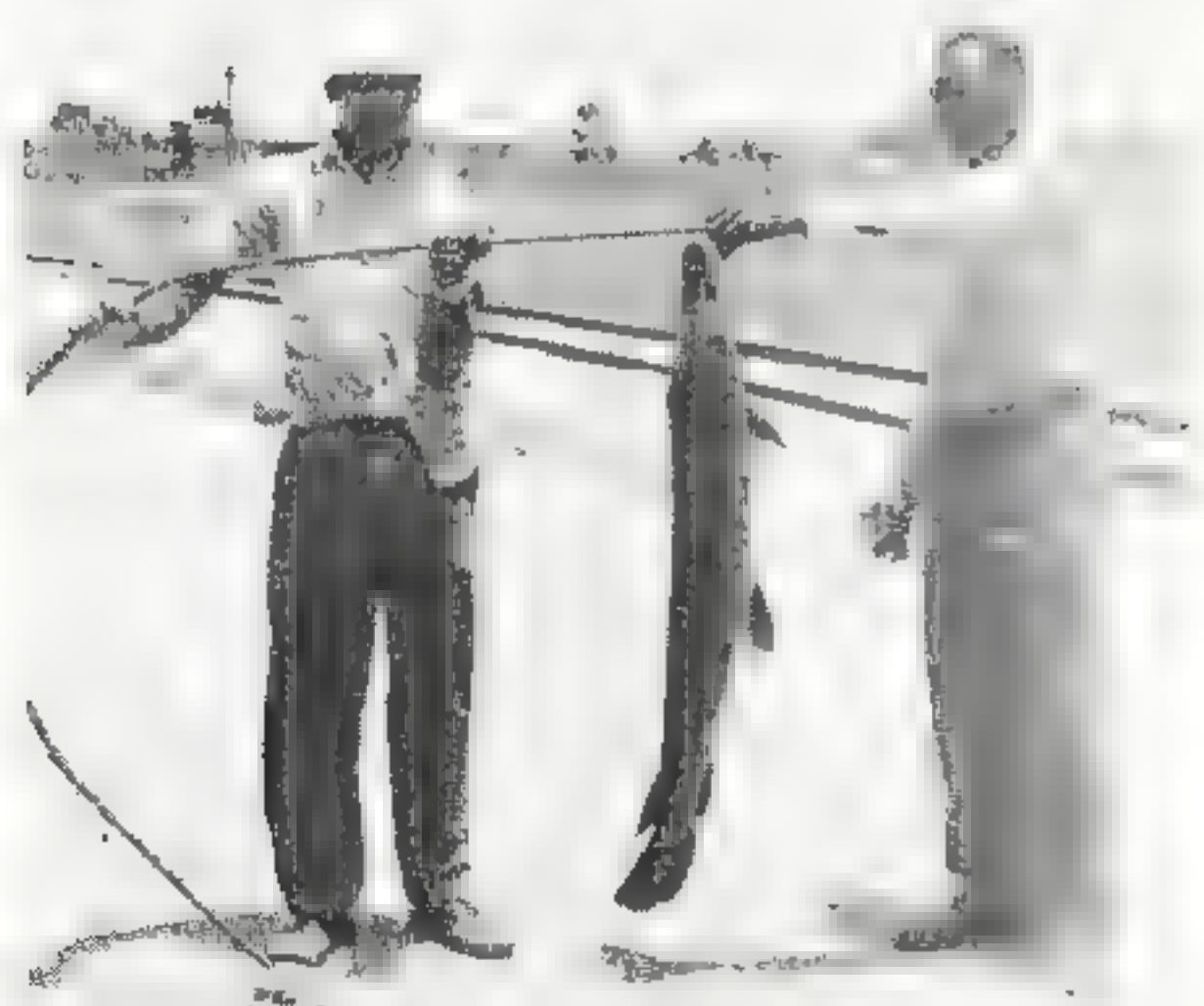
Melanie Hopkins, customer clerk in the Accounting Department, and husband Pat toured the white sands of Florida for one week while on vacation recently. Among the places they visited were Destin Beach, Fort Walton, Tallahassee, Tampa, Jacksonville, St. Augustine and Daytona Beach. Both returned sporting fine tans.

We wish to extend a special welcome to Kathy Begnaud and Brenda Fabre who recently joined the GSU family as customer clerks in the Accounting Department.

Two other new faces deserving a big Cajun welcome are Dick Krouse and Virgil Fuselier. Dick will replace Malcolm Williams as industrial engineer and Virgil assumes the position of sales supervisor. Bienvenu a' Lafayette.

*Bobbie Denais*

## SABINE STATION



This 25 pound gar was caught June 14, in the station's canal by George Pickings (left) and Robert Hill. The fearsome looking fellow became entangled in the intake screens serving the plant and the men lassoeed him with a wire connected to the end of the long pipe shown in the photo above.

## JENNINGS



Talk about a big pickle! Retiree Emery Istre shows off a two-foot-eight-inch cucumber which he grew in his garden recently. The giant weighed in at four pounds and eight ounces. The Texas size vegetable is a California variety.

*Mary Gauthier*

## PORT ARTHUR



Marvin Cox, line foreman, and his wife are shown at the end of a successful day of fishing while on vacation at Dam B. Marvin says he made the catch in a part of the reservoir that Mooch Ingwersen, Mid County residential salesman, told him he'd just be wasting his time fishing in.

*Kathryn Messina*





# You Have A Problem!

## Win a Share of Stock For Solving Auntie's Dilemma

**I**T'S Tuesday evening. You've just finished supper and settled down in your favorite chair to watch television when the phone rings.

You walk over and pick it up.

"Hello," says the voice at the other end of the line in answer to your own greeting. You recognize it immediately as the voice of your Aunt Harriet.

Auntie seems a little beside herself as she begins rapidly:

"Now, I know you work at Gulf States so you won't criticize the Company, but I don't work there and when I see someone do something silly I'm not above pointing it out to them.

"Fred from Brown's Appliance Repair Shop came out today to fix my old refrigerator for the third time in a month. He told me that I'd just have to invest in a new one. I thanked him for his frankness and decided right then and there to buy a new refrigerator. I remembered seeing some nice ones on the sales floor at your office downtown, so I thought I'd give the business to your company.

**"T**HE sales lady was very nice when I went in and asked to see a nice, inexpensive refrigerator. She showed me one, pointing out all the new features, and told me that it made ice cubes and that it was frost free. She even told me all about the five year

guarantee I'd get with it.

"Well, I was sold. Your old auntie wanted that refrigerator so bad she could taste it, but she wouldn't sell it to me.

"Oh, she tried to explain but I wouldn't hear of it. I marched right out of there and bought exactly the same refrigerator across the street at Bagel's Department Store.

**"N**OW I know, as I said, that you work for Gulf States and that you don't want to criticize your company, but you'll have to admit that it's pretty silly to show me a refrigerator and give me the whole sales pitch and then, just as I'm ready to write a check, tell me you don't sell refrigerators.

"Does that make sense to you?"

**Well, you have a problem.**

*What are you going to say to Auntie? How do you justify Gulf States showing refrigerators but not selling them?*

*Write down your answer today and send it in the Company mail to "Plain Talks Problem Contest" in Beaumont. The employee sending in the best answer to Auntie's question will rate a share of Gulf States Common Stock. Be sure to include your name, location and office telephone extension with your entry. And remember, in case of a tie, it's the first entry we receive that wins.*



## Employee Benefits

# Thrift Plan

**T**HE Company Thrift Plan offers employees a means of planning for the future and building financial security. It is an easy way of saving your money and obtaining the benefits of Company contributions, important tax savings, and the expert financial custodianship of a qualified trustee.

Any regular employee with one year of continuous service to his credit is eligible for participation in the plan. Contributions are made monthly through payroll deduction.

You may elect to have either 2, 4 or 6 percent of your base pay deducted each month. For each dollar you contribute to the plan the Company contributes 50¢. Your money is paid to the trustee who credits it to your account.

Your money is then invested as you direct in either common stock of the Company, \$4.40 dividend preferred stock of the Company, or you may have it put into a savings account. You may change your method of investment at any time but not more than once in any three month period. You may also change your contribution rate within the limits of 2, 4 or 6 percent of your base income, but this too may only be done once in any three month period. Overtime earnings are not included in determining the amount of your contributions. If a salary change moves you into another bracket your deduction will automatically change.

**I**F you participate in the plan at any rate lower than 6 percent and wish later to make up the difference in deposits to your account, you may do so at a deduction rate of 8 to 10 percent beginning January 1 and continuing for the next two years.

Company contributions are permanently committed and cannot be returned to the Company. All interest and dividends earned on invested funds are credited to your account automatically.

**I**F you leave the Company for any reason you will receive all monies or shares of stock in your account including all Company contributions and all interest or dividends earned. In case of death, full payment is made to your beneficiary or your estate.

Withdrawals are not encouraged because the plan is designed to provide for future security but withdrawal of your contributions is allowable. Once withdrawn, however, these funds cannot be replaced in the plan.

Important tax advantages are gained by participating in the plan. No tax is imposed on your profits until a total distribution takes place. A total distribution is made at termination of employment or death and all income gained in the account becomes taxable income in that year. This income will be treated as a long term capital gain, however, which means only one-half of the total amount will be subject to regular income tax.

The Company pays the cost of administering the plan including the fee of the trustee. An annual statement of your account will be furnished to you.

At present 92.3 percent of employees who are eligible, participate in the plan. Some \$1,566,000 is invested in savings under the plan, approximately \$629,000 is invested in preferred Company stock and \$5,800,00 is held in common stock.

Last year the Company contribution to the plan was approximately \$365,000.



# COOKIES FOR VIET NAM



A recent Red Cross survey in the field shows home-baked goods are the top requested item among American servicemen serving in Viet Nam. Mothers and girl friends want to bake and send them but many have doubts as to the best way of going about this.

Tests show that crisp cookies fairly high in sugar and shortening work best. An outstanding example is Toll House Cookies, favorite of American boys everywhere. Soft-type cookies with moist texture should be avoided because they mold in the humid Far East climate. Lacy-textured, fragile cookies must be avoided lest the serviceman receive a collection of crumbs.

The best packaging method is a metal or good quality plastic container. A coffee or shortening can with a plastic lid is ideal. All openings must be sealed against insect infection with adhesive tape. Cookies should be placed in pairs, back to back, and wrapped in aluminum foil.

Here are two tested recipes recommended by our home service department as probably the best for cookies to be sent to Viet Nam.

## PRIVATE BILLY'S BUTTERSCOTCH COOKIES

1½ cups sifted flour	1½ cups rolled oats
1 teaspoon salt	1 6-oz. pkg. (1 cup)
¾ teaspoon baking soda	Nestle's Butterscotch
1 teaspoon cinnamon	Flavored Morsels
1 cup sugar	1 cup raisins
¾ cup softened butter	½ cup chopped nuts
2 eggs	(optional)
½ cup milk	

Sift together flour, salt, soda, and cinnamon; set aside. Combine in bowl sugar, butter and eggs; beat until creamy. Gradually blend in flour mixture alternately with milk. Stir in remaining ingredients. Drop by tablespoonfuls onto ground cookie sheets. Bake at 350° F. 12 to 14 minutes.

**YIELD:** 4 dozen cookies.

## TOLL HOUSE COOKIES

½ cup butter or margarine	½ teaspoon baking soda
6 tablespoons granulated sugar	1 cup plus 2 tablespoons sifted all-purpose flour
6 tablespoons brown sugar	½ teaspoon salt
1 egg	½ cup chopped nuts
½ teaspoon vanilla	1 6-oz. pkg. (1 cup)
¼ teaspoon water	Nestle's Semi-Sweet Chocolate Morsels

Cream together butter and sugars. Beat in egg; add vanilla and water. Sift together flour, baking soda and salt. Stir into creamed mixture. Add nuts and semi-sweet chocolate morsels; mix well. Drop by well-rounded half teaspoons onto greased cookie sheets. Bake in a moderate oven (375° F.) 10 to 12 minutes.

**YIELD:** Approximately 50 cookies.

For mailing, the tightly packed tins should be wrapped in heavy brown paper, addressed and tied securely with heavy twine.

According to the post office, parcel post packages to Viet Nam go by air on reaching San Francisco if they are under four pounds. If they go by ship your cookies will be more than a month old before a serviceman receives them.

Air mail rates are as high as \$2.56 for a two pound package, but this should bet your cookies to Viet Nam in a week or less.





AFTER FIVE DAYS RETURN TO



P. O. BOX 2951  
BEAUMONT, TEXAS

RETURN POSTAGE GUARANTEED

Bulk Rate  
U. S. POSTAGE PAID  
Beaumont, Texas  
Permit No. 11



## BATON ROUGE LINEMAN N. J. THIBODEAUX Says

"When the alarm rings in the morning, wake SAM, when you turn the light out at night tell SAM good night."



SAFETY AND ME